**Course Title:** How to Get Promoted  
**Course Code:** BUS 49  
**Instructor:** Senia Maymin, PhD

**Course Summary:**
As an executive coach, one of the biggest questions I get asked in a coaching engagement is “How do I get promoted?” This course is the step-by-step method for getting into a position so that you are as likely as possible to get promoted.

We will cover the following five skills:
1) **Targeting**—positioning yourself as an obvious candidate for the specific promotion you want (strengths, wants, growth, responsibilities, more of what you want)
2) **Strategic networking**—how to have conversations that move your career forward in a comfortable way
3) **Job crafting**—how to create a job in which you’re doing what you love to be doing once you get promoted
4) **Telling your success stories in a useful way**—story arc, starting with the end in mind, having conversations that focus on the other person’s interests
5) **Necessary skills taught in counterintuitive ways**—productivity, selfless listening, labeling, follow up, which questions to ask

**Grade Options and Requirements:**
- **No Grade Requested (NGR)**
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- **Credit/No Credit (CR/NC)**
  - Students must attend at least 5 of the 6 class sessions.
  - You’ll be graded based on your partner and group presentation in class, and on 1-2 hand-in assignments.
- **Letter Grade (A, B, C, D, No Pass)** *(Instructor strongly encourages the NGR or CR/NC, not the letter grade, option)*
  - Students must attend at least 5 of the 6 class sessions.
  - The basis for grading is the same as above.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650
Tentative Weekly Schedule:

WEEK 1: TARGETING
• What do you most want to be doing in two years?
• How will a promotion get you there?
• What do you want more of?
• Overview of the framework
• EXERCISE: Group of four with Goal, How, Excited about, Not excited about
• HW: Write down 3 bullet points of what you will have done after one year at the new promotion job

WEEK 2: SARI STORIES
• What are the biggest successes you’ve had (profit or productivity)?
• What’s the SARI story about each?
• EXERCISE: Partner exercises
• HW: Write down 2-3 SARI stories
• HW: Start doing part of one of Week 1’s three bullet points

WEEK 3: STRATEGIC NETWORKING
• How can you have conversations that move your career forward?
• How can you do so in a comfortable way?
• EXERCISE: Whole class for building our network; then in partners
• HW: Reach out to three people and email this to your class partner
• HW: Take the VIA

WEEK 4: JOB CRAFTING
• EXERCISE: Strengths around the room
• How can you create a job in which you’re doing what you love to be doing once you get promoted?
• HW: Write the job description in 3 bullet points from your manager’s POV

WEEK 5: HAVING THE CONVERSATION WITH YOUR MANAGER
• Which questions to ask?
• What are the most important things to convey?
• Listening, labeling, follow up
• HW: Do some actions on a second bullet point from Week 1
• HW: Connect with three other people

WEEK 6: PUTTING IT ALL TOGETHER
• You, your manager, your organization, the value proposition
• Already doing work at the promoted level

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NOTE: I teach an interactive class. Please be ready to bring your whole self to the class, to ask challenging questions, to take on actions to do between classes, and to not only think about but to take action on moving your career forward in these six weeks. Looking forward to working with you.

Instructor Info:
Feel free to connect with me on LinkedIn and at the website for my company Silicon Valley Change Executive Coaching: www.svchange.com